

WRAD



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No 1390199

## BROADCASTING STATION LICENSE RECORD

WRAD (Ltr. 11-14-49)

Date first licensed 8-4-50

Call letters x WRAD

STATION LOCATION: RADFORD, VIRGINIA

WRAD BROADCASTING COMPANY (AL 10-9-57; Eff: 10-25-57)

x PERRY E. GRESHAM AND ALICE C. GRESHAM (AL 5-4-55 EFF: 6-4-55)

Name of licensee xROLLINS BROADCASTING, INC.

Transmitter location On U.S. 11, 0.3 miles Northwest of Radford city limits, Near Radford,  
Virginia (MP 1-6-50) (Lic. 8-4-50)Main studio location On U.S. 11, 0.3 miles NW of Radford city limits, Near Radford, Va.  
(MP 1-6-50) (Lic. 8-4-50)



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-6919	8-24-49	1340	250w	Un	
	Ltr. 8-30-49. CP for a new station granted subj. filing MP for approval T site and antenna. Ltr. 8-30-49. (Cond. Clause)				
Telegram	10-20-49	auth. to operate test T on 1340 kilocycles with 75 watts power vicinity Radford, Va. period 10 days from Oct. 20 to facilitate selection T site. Signal unmodulated except for voice identification each half hr.			
BP-6919 BMP-4872	1-6-50	1340	250w	Un	3-6 9-6-50
	Mod. of CP (6919) for approval of antenna, T and studio site. (COND. CLAUSE)				
BL-4040	8-4-50	1340	250w	U	8-4 2-1-53
	Lic. to cover CP (6919 as mod) for a new station. (CONDL. CLAUSE)				
BTC-1159 EFF.	8-13-51 9-10-51	Vol. acquisition of control of licensee corporation by John W. Rollins thru transfer of stock from Rollins Motors, Inc.			
BR-2487	1-14-53	1340	250w	U	2-1 10-1-54
BTC-1697 EFF	4-14-54 8-19-53	Acquisition of control by O. WAYNE ROLLINS from John W. Rollins			
BR-2487	2-8-54	Renewal of license			10-1 10-1-57
BAL-2003 EFF:	6-4-55 6-4-55	Vol. assignment of license to Perry E. Gresham and Alice C. Gresham.			
EP-9293	6-22-55	1460	5kw	Day	8-22 2-22-56
	CP chg. freq. inc. power, chg. hours of operation and change type trans.				
BMP-6926 (1)	8-4-55	Mod. of CP (EP-9293) for change in type of transmitter.			
BL-5819	8-24-55	1460	5kw	Day	8-24 10-1-57
	Lic. to cover CP (9293, as mod.) to change freq., increase power, change hours of operation & type of trans.				
BZ-3711 (1)	10-6-55	Auth. to determine oper. power by direct measurement of antenna power.			



# BROADCASTING STATION LICENSE RECORD

Date first licensed .....

Call letters W R A D .....

Name of licensee .....

Transmitter location .....

Main studio location .....



# CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-10037	1-11-56	1460	500w, 5kw-LS DA-N	U	3-11 9-11-56
CP chg. hrs. oper. and install DA-N (COND'L CLAUSE)					
BL-6301	11-28-56	1460	500w, 5kw-LS DA-N	U	11-28 10-1-57
Lic. to cover CP (BP-10037) for chg. in hrs. oper. and installation DA night					
TELEGRAM	9-30-57	Action on renewal deferred, continued operation authorized until final determination on renewal application.			
BAL-2792	10-9-57	Voluntary assignment of license to			
EFF:	10-25-57	WRAD Broadcasting Company			
BR-2487	10-9-57	RENEWAL OF LICENSE			10-9 10-1-60
		DA-N			
BR-2487	9-28-60	1460kc	500w, 5kw-LS	U	10-1 10-1-63
	<del>10-15-63</del>	<del>Renewal of license</del>			<del>10-15 10-1-66</del>
BZ-5746	10-27-65	1460kc	500w, 5kw-LS	U	10-27 10-1-66
		DA-N			
		Auth. to determine operating power by direct measurement of antenna power.			
BR-2487	12-21-66	Renewal of license			12-21 10-1-69
TELEGRAM	10-17-67	PSA	500w		
BR-2487(L)	9-25-69	Renewal of License			10-1 10-1-72
EBSA	5-25-72				
BR-2487(L)	10-27-72	RENEWAL			10-1-75
BS-2487	3-26-75	ML to change Antenna System.			
BR-2487(L)	10-7-75	RENEWAL			10-1-78
BR-2487(S)	11-30-78	RENEWAL			10-1-81



## APPLICATION RECORD - BROADCASTING

 Call W R A H  
 Letters New

 Name ROLLINS BROADCASTING, INC.  
(PO Radford Ford, Inc., Radford, Virginia)

File No.	Dated	Application for	Action	
			Nature	Date
BP-6919	8-14-48	Construction Permit for a new standard broad-	GRANTED	8-24-49
Rec'd	9-1-48	cast station to be operated on:	subj. filing MP for	
Filed	9-1-48	Frequency: 1340kc	approval T site and	
		Power: 250w	antenna and subj. to	
		Hours of Operation: Unlimited	cond. that acceptable	
		Trans. location: To be determined-	measurements are made	
		Radford, Virginia	to establish locations	
		Studio location: To be determined-	of pertinent contours	
		Radford, Virginia	should a theoretical	
			determination indicate	
			that opp. from the site	
			selected would not	
			furnish satisfactory	
			coverage to the city of	
			Radford in accordance	
			with Standards of Good	
			Engr. practice	
			Ltr. 8-30-49	
			Issued with MP 4872	
		(Filed by Maurice R. Barnes, Atty.;		
		John A. Moffet, Engr.)		



Transmitter - G.E. BT-20-A



## APPLICATION RECORD - BROADCASTING

Call W R A D (Ltr. 11-14-49)  
 Letters x W R A H

Name ROLLINS BROADCASTING, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-4872 Rec'd Filed	11-9-49 11-15-49 11-15-49	Mod. of C.P. (BP-6919, which authorized a new standard broadcast station) for approval of antenna, transmitter and studio locations as On U.S. 11, 0.3 miles northwest of Radford city limits, Near Radford, Virginia  (Maurice R. Barnes, Atty. John A. Moffet, Engr.)	GRANTED re blanketing clause re waiver sec. 3.30(a) to permit identification of location as Radford, Virginia	1-6-50
BL-4040 Rec'd Filed	5-2-50 5-4-50 5-4-50	License to cover C.P. (BP-6919, as mod.) which authorized a new standard broadcast station.	GRANTED re blanketing clause; re waiver of Sect. 3.30a to identify location as Radford, Virginia.	8-4-50



## APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call  
Letters

WLAD

Name ROLLINS BROADCASTING, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BTC-1159 Rec'd Filed	5-15-51	Voluntary acquisition of control of licensee corporation by John W. Rollins thru transfer of 125 shares of stock from Rollins Motors, Inc. (33 1/3%).  Maurice Barnes, Atty.	GRANTED EFF.	8-13-51
	7-23-51			9-10-51
	7-23-51			
BR-2487 Rec'd Filed	11-3-52	Renewal of License Filed by Maurice Barnes, Atty.	GRANTED	1-14-53
	11-5-52			
	11-5-52			
BTC-1697 Rec'd Filed	3-23-54	Voluntary acquisition of <sup>negative</sup> control of licensee corporation by O. Wayne Rollins thru purchase of treasury stock.  Maurice Barnes, Atty.	GRANTED EFF	4-14-54
	3-26-54			8-19-53
	3-26-54			



# APPLICATION RECORD - BROADCASTING

Call  
Letters **W R A D**

Name **ROLLINS BROADCASTING, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
BP-9293 Rec'd Filed	5-10-54 5-11-54 5-11-54	Construction permit to change frequency from 1340kc to 1460kc; increase power from 250w to <del>1kw, day and night</del> and install a new transmitter ( <del>GATES BC-1P</del> ), and <del>directional antenna for night use only.</del> (DA-N). Barnes & Neilson, Attys.	GRANTED	6-22-55
AMENDED Rec'd Filed	6-7-54 6-8-54 6-8-54	AMENDED to change from 1kw, Unlimited, using directional antenna nighttime only to 5kw, <del>daytime</del> hours of operation, and change type of transmitter. (GATES BC-5B).		
SEE AMENDMENT ON CARD #4(a)				
BR-2487 Rec'd Filed	6-21-54 6-22-54 6-22-54	Renewal of License Filed by Maurice R. Barnes, Atty.	GRANTED	9-8-54
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# APPLICATION RECORD - BROADCASTING

Call  
Letters W R A D

Name ROLLINS BROADCASTING, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BP-9293 (CONTINUED)				
AMENDED	9-1-54	AMENDED to change from 5kw, daytime hours of operation to <del>500w night</del> , 5 kw daytime, using directional antenna nighttime only, <del>unlimited hours</del> of operation.	See Page 4 for action.	
Rec'd	9-7-54			
Filed	9-7-54			
AMENDED	1-25-55	AMENDED to make changes in directional antenna system.		
Rec'd	1-28-55			
Filed	1-28-55			
AMENDED	3-1-55	AMENDED to change from 500w night, 5kw, daytime to 5kw daytime only.		
Rec'd	3-3-55			
Filed	3-3-55			
AMENDED	5-26-55	AMENDED to change name of applicant to Perry E. Gresham and Alice C. Gresham.		
Rec'd	5-31-55			
Filed	5-31-55			



# APPLICATION RECORD - BROADCASTING

Name **PERRY E. GRESHAM AND ALICE C. GRESHAM (AL 5-4-55)**  
**ROLLINS BROADCASTING, INC.**

Call  
Letters **WRAD**

File No.	Dated	Application for	Action	
			Nature	Date
BAL-2003 Rec'd Filed	3-30-55 4-1-55 4-1-55	Voluntary assignment of license to Perry E. Gresham and Alice C. Gresham.  Maurice Barnes, Atty.	GRANTED EFF:	5-4-55 6-4-55
BMP-6926 Rec'd Filed	8-4-55 8-4-55 8-4-55	Modification of construction permit (BP-9293, which authorized change frequency, increase power, change hours of operation and change type transmitter ) to change type transmitter (COLLINS 21-E)  Maurice R. Barnes, Atty.	GRANTED	8-4-55
BL-5819 Rec'd Filed	8-3-55 8-3-55 8-3-55	License to cover construction permit (BP-9293, as modified) which authorized change frequency, increase power, change hours of operation and change type transmitter.  Maurice Barnes, Atty.	GRANTED	8-24-55



FORM A-170  
FORMERLY FCC FORM 94

## APPLICATION RECORD - BROADCASTING

Call  
Letters W P A D

Name PERRY E. GRESHAM AND ALICE C. GRESHAM

File No.	Dated	Application for	Action	
			Nature	Date
BP-10,037 Rec'd Filed	8-18-55 8-18-55 8-18-55	Construction permit to change hours of operation from Daytime to Unlimited, using power of 500w, night and 5kw, day, and install directional antenna for night use (DA-N).  Barnes & Neilson, Attys. John H. Mullaney, Engr.	GRANTED Cond'l re phase monitor, DA and non-da proof.	1-11-56
*SEE AMENDMENT BELOW				
BZ-3711 Rec'd Filed	9-15-55 9-16-55 9-16-55	Authority to determine operating power by direct measurement of antenna power.	GRANTED	10-6-55
BP-10037 (CONTINUED FROM ABOVE)		directional		
AMENDED Rec'd Filed	10-18-55 10-20-55 10-20-55	AMENDED to make changes in/antenna system.		



## APPLICATION RECORD - BROADCASTING

AUG. - 1955

#7

WRAD BROADCASTING COMPANY

Call

Letters W.R.A.D.Name **x** PERRY E. GRESHAM AND ALICE C. GRESHAM

File No.	Dated	Application for	Action	
			Nature	Date
BL-6301	8-7-56	License to cover Construction Permit BP-10,037 which authorized change in hours of operation from Daytime to Unlimited, using power of 500w, night and 5kw, day, and install directional antenna for night use (DA-N).	GRANTED	11-28-56
Rec'd	8-13-56			
Filed	8-13-56			
		Barnes & Neilson, Attys.		
BR-2487	7-1-57	Renewal of license.	GRANTED	10-9-57
Rec'd	7-1-57			
Filed	7-1-57			
BAL-2792	8-30-57	Voluntary assignment of license to WRAD Broadcasting Company.	GRANTED KFF:	10-9-57 10-25-57
Rec'd	9-9-57			
Filed	9-9-57			
		Maurice R. Barnes, Atty.		



## APPLICATION RECORD - BROADCASTING

AUG. 1955

Call  
Letters W.R.A.D.Name WRAD BROADCASTING COMPANY  
Radford, Virginia

File No.	Dated	Application for	Action	
			Nature	Date
BR-2487	7-28-60	Renewal of license	GRANTED	9-28-60
Rec'd	8-5-60	Atty: Maurice R. Barnes		
Filed	8-5-60			
BR-2487	7-1-63	Renewal of License	GRANTED	10-15-63
R & F	7-8-63	Maurice R. Barnes, Atty.		
BZ-5746	7/8/65	Authority to determine operating power by	GRANTED	10-27-65
R & F	7/12/65	direct measurement of antenna power. Atty: Barnes & Neilson		
BR-2487	6-20-66	Renewal of license	GRANTED	12-21-66
R & F	6-27-66	Atty- Barnes & Neilson		
BR-2487	6-14-69	Renewal of license	GRANTED	9-25-69
R & F	6-19-69	Atty - Barnes & Neilson		
#523581 \$75	6-19-69			
P.N. filed	6-19-69			
PRESS	JUN 27 1969			
3-12-71 Annual filing fee \$24.00 paid 11-9-70 on #642194.				



# APPLICATION RECORD - BROADCASTING

Call  
Letters W R A D

Name WRAD BROADCASTING COMPANY  
RADFORD, VIRGINIA

File No.	Dated	Application for	Action	
			Nature	Date
BR-2487 R & F PN Recd. PRESS	6-12-72 6-27-72 "	RENEWAL OF LICENSE Mallyck & Bernton, Atty. AMENDED 7-26-72 re: engineering statement	GRANTED	10-27-72
JUL 3 1972				
BR-2487 R & F PN Recd. PRESS	4-30-75 5-19-75 "	RENEWAL OF LICENSE Mallyck & Bernton, Atty	GRANTED	10-7-75
MAY 29 1975				
BR-2487 R & F PRESS	5-4-78 5-19-78 JUN 2 1978	RENEWAL OF LICENSE Mallyck & Bernton, Atty	GRANTED	11-30-78



#10

## APPLICATION RECORD-BROADCASTING

Call Letters: W R A D

Name: WRAD BROADCASTING COMPANY

Station Location: Radford, Va.

File No.	Date	Description	Action and Date
BR810601VU PRESS AUG 0 3 1981		Renewal of license Atty. E. Theodore Mallick	Art'd. 10-22-81 ISSUED



## About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

